

Buy Christmas Seals  
and Save Human Lives

# GIMBEL BROTHERS

32ND STREET — BROADWAY — 33RD STREET — NEW YORK CITY

Shop by Mail Through  
Our Mail Order Department

Phone  
Pennsylvania  
5100



## SPECIAL! SWEATERS For Women : Misses : Children

Six Attractive Models Priced Very Low Present the Highest  
Values of the Season Just in Time for the Winter Festivities

**Slip-Over Sweaters**  
For women and misses. High  
neck. Belt. To be worn  
with light collar. All the  
best colors. Special.....**\$2.95**

**Tuxedo Coat Sweaters**  
With brushed or self-trimmed  
front. Braided belt. In all  
the desired shades. Special.....**\$3.95**

**Zephyr Wool Sweaters**  
Medium weight. Tuxedo  
model. With sash and pocket.  
Buff, black, navy, white,  
grey, French blue, Jockey  
red. Special.....**\$5.95**

**Wool Scarfs**  
A full line, with belt and pocket.  
20 inches wide. In all  
good winter shades. Special.....**\$3.95**

**Wide Wool Scarfs**  
With belt and pockets. 25  
inches wide. With fancy  
border. Special.....**\$4.95**

**Children's Sweaters**  
A large quantity of all-wool  
Tuxedo or Coat models. In  
all good colors. Sizes: 30  
to 36. Special.....**\$3.95**

Mail Orders Filled While Quantities Last  
GIMBELS WOMEN'S SWEATER SHOP—Third Floor

## Thousands of Yards of Fine CARPETS in a Great SALE

**12000 Yards Axminster**  
Carpet. Both plain and figured. A high, lustrous pile of  
excellent wearing quality. Yd.,  
Regularly \$3.50 Yard

**\$2.95**

**1500 Yards Heavy Velvet**  
Carpet. Plain colors and  
small figures in Oriental  
pattern. A carpet for sturdy  
wear. YARD,  
Regularly \$2.75 and \$3.15 Yard

**\$2.25**

**Wilton and Wilton Velvet**  
Carpet. Solid colors in plain  
and Moresque effects. Taupe,  
blue, green, brown. YARD,  
Regularly \$3.95 and \$4.25

GIMBELS CARPET STORE—Sixth Floor

**Imported Wide Loom Chenille**  
Carpet. Heavy quality wool backed carpet in  
effective shades of taupe, grey,  
blue, rose, green, brown. Seam-  
less: 9, 10½, 12 and 15 feet.  
Federal Tax included. Sq. yd.,  
Regularly, including tax, \$11.60 sq. yd.

**\$9.40**



## Sale! Men's and Boys' Watches Carefully Examined—Fully Guaranteed

**\$3.95**  
7-jewel lever Swiss and American  
movements. In nickel  
case. Plain or fancy, with  
white or gilt dials.

**\$12.95**  
Man's strap watch. 7-jewel  
Waltham movement. In sterling  
silver plain round case. Web strap.

**\$14.95**  
7-jewel Waltham movement,  
in sterling silver plain cushion  
shape case. Leather strap.

**\$6.95**  
7-jewel lever Franklin movement.  
In 10-year gold-filled  
case. Plain polish, with silver  
or gilt dials.

**\$13.95**  
Elgin watch, 12 size. 7-jewel  
20-year gold filled case. Plain  
polish.

**\$15.95**  
15-jewel Waltham movement.  
In sterling silver plain round  
case. Web strap.

GIMBELS WATCH AND CLOCK SHOP—Main Floor

## Some Toys Even Sale-Priced

A Whole City Block of Toys in Complete  
Assortments: Fourth Floor: Sixth Floor



Mechanical  
Train ..... \$1.95



Phonographs  
are..... \$6.75



Chandler  
Autos ..... \$12.25



Fire Engines  
are..... \$1.45



Desk and  
Chair..... \$9.95



Taxigiano.  
Special..... \$1.65



White Teddy  
Bear..... \$2.45



Walking Doll.  
Special..... \$3.95



Magic Lan-  
tern..... \$1.95



Great Big  
Drum..... 95c

Two Great Shows with Doll Actors: Sixth Floor  
GIMBELS TOY SHOPS—Fourth and Sixth Floors

## SPECIAL! For Boys

**Domest Flannel  
P A J A M A S**  
**\$1.39**

Heavy, warm and fleecy. Made  
in two pieces. Colored striping.  
Sizes: 8 to 18 years.

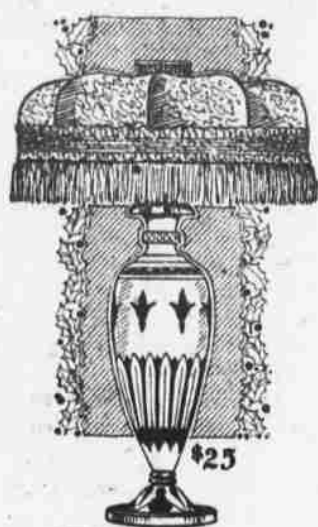
**Boys' Shirts**  
**\$1.25**

Made of fine quality Madras  
with button-down collars, soft  
double cuffs. Large assortment  
of colored stripes. Sizes: 12½ to  
14 neck.

**Boys' Blouses**  
**68c**

Fine quality percale in fancy  
colored stripes. Will stand lots  
of hard wear and many tub-  
bings! Sizes: 7 to 16 years.

GIMBELS—Fourth Floor



**Polychrome  
Table Lamps**  
Complete with  
Colored Shades

**\$25**

Just 50 of these to make 50  
more than acceptable Merry  
Christmas. Specially  
priced, of course!

50 Mahogany Boudoir  
Lamps with decorated  
silk shades will  
make good  
gifts too. - - - **\$3.95**

GIMBELS—Fifth Floor

## 7200 Imitation Madeira Handkerchiefs

For Gift  
Giving At

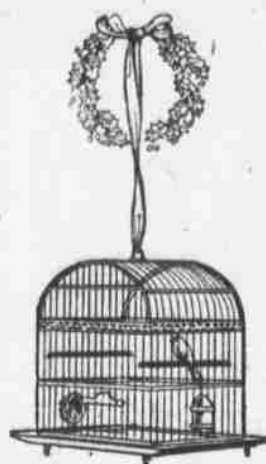
**25c EACH**

Solve many a Christmas  
problem, as no one can have  
too many handkerchiefs.

These are of fine  
mull, scalloped,  
and have embroidered  
design, in white and  
dainty colors, in corner.

Other Handkerchiefs:  
12½c to 35c Each  
GIMBELS—Main Floor

## Hartz Mountain Canaries : \$4.95



Guaranteed singers! And not a  
bit stingy with their song, either,  
to judge from the melodies issu-  
ing from the Bird Shop all day  
long. A new shipment just here  
in time for gift days. And at a  
price right low.

**Bird Cages**  
**\$3.25**

A white enameled wire cage  
—as sketched at the left.  
Low in price, too.

BIRD LOVERS—Note! Our Bird Shop is worth visiting. All  
kinds of birds—and other pets, too. All kinds of accessories for  
keeping and feeding them. And an expert to give you advice.

GIMBELS BIRD SHOP—Fifth Floor

## Men's Novelty Socks

Silk Plated Socks  
in Striking Effects

**69c**

3 Pairs for \$2.00

Here's something unusual for  
your gift packets. And unusually  
good value, too. Smartly pat-  
terned novelty socks in two and

three color combinations. A  
wide range of colors—and a wide  
range of stripes—clock effects—  
yes, and plaids. Very good  
looking!

GIMBELS MEN'S HOSIERY SHOP—Main Floor

## Men's Union Suits

Wool and Mercerized  
Cotton : Reduced!

**\$3.95**

Wool for warmth—mixed with a  
mercerized cotton that imitates  
the effective glossiness of silk—  
and-wool garments. Color—  
natural grey.

Full ankle length—with long  
sleeves. Garments of splendid  
quality, taken right from fresh  
stocks. Much reduced!

GIMBELS MEN'S UNDERWEAR SHOP—Main Floor

## Brighten Your Home for Christmas With New Wall Papers

Taken from Stock and Marked  
Lower for Special Selling.

**18c ROLL**

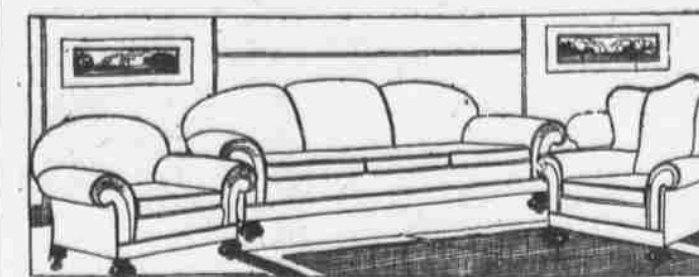
ATTRACTIVE BEDROOM  
DESIGNS, in flowered and  
plain satin stripes and chintz  
effects.

**50c ROLL**

LIVING ROOM TAPES-  
TRIES, in a fine assortment of  
light and dark colorings.

JAPANESE GRASS CLOTHS: Imported papers in a variety of at-  
tractive colorings. Much used by high class decorators.  
Roll - - - - - **\$2.95**

GIMBELS WALL PAPER SHOP—Sixth Floor



## Have Your Furniture BILTWEEL

in the Gimbel  
Upholstery Shop

The Moderate Prices for the Famous Gimbel, Biltwel  
Furniture Covered in Denim Are Listed Below.  
Visit the Workshop!

6 Wing Chairs - - - - - \$61.50 to \$109.50  
11 Designs in Sofas - - - - - \$147 to \$355  
18 Designs Arm Chairs - - - - - \$69 to \$132  
3 Designs Occasional Chairs - - - \$41; \$52  
5 Designs Chaises Longues, \$93.50 to \$106.50

Upholstery Fabrics; Tapestry; Damasks and Mo-  
hair Velours. Now Sale-priced \$1.90 to \$18.25 Yd.

GIMBELS UPHOLSTERY SHOP—Sixth Floor

## Personal Greeting Cards

100 Embossed with Your Name  
and Appropriate Sentiment.

Special  
One Day  
Only

**\$4.75**

Special  
One Day  
Only

A charming way to remember your friends at Christmastide.  
Selection of designs and sentiments. Orders ready in two  
weeks. NO MAIL ORDERS

## Engraved Greeting Cards

12 assorted designs,  
with envelopes,  
packed in Christ-  
mas box. Box,  
25c

15 distinctive  
Christmas cards,  
assorted. Box,  
50c

15 Friendly Christ-  
mas Greeting  
cards. No two  
alike. Box,  
\$1.00

GIMBELS STATIONERY SHOP—Main Floor

## Christmas Sale! Full Size Wardrobe Trunks

**\$35**

Man or woman, college girl or boy, will appreciate a ward-  
robe trunk for Christmas. And when in a Christmas sale  
such as this you can gratify their wishes at reasonable cost.

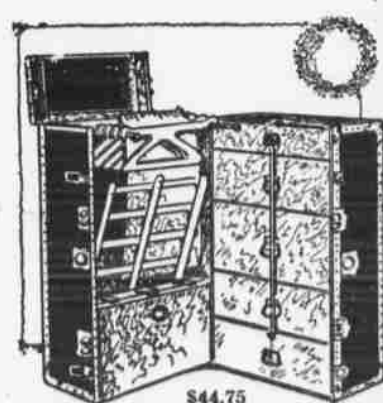
45 inches high, fibre cov-  
ered, 3-ply construction.  
12 hangers; 6 drawers, one  
with lock; shoe pockets, etc.

**BELBER**

Wardrobe Trunks

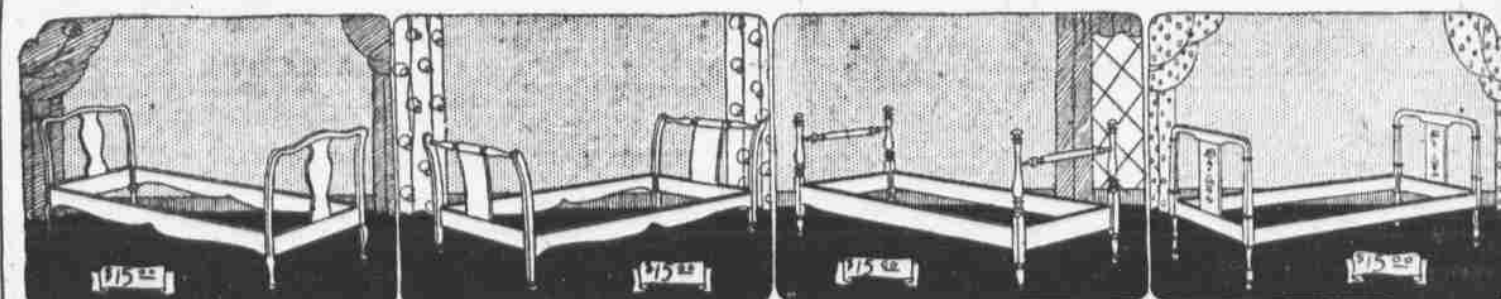
**\$44.75**

Full size, as illustrated. A  
famous make which is your  
guarantee of quality.  
Greatly reduced for this  
sale.



GIMBELS TRUNK SHOP—Fifth Floor

## A Sale of Day Bed Frames at Half



Mahogany finish; all good pat-  
terns; Adam, Queen Anne  
and Colonial post designs.

**\$15**

2 feet 6 inches wide; birch, with  
mahogany finish. Discontin-  
ued patterns—so Low-price.

Box Springs, upholstered and  
buttoned top; Ostend  
patterns; art ticking - - - **\$35**

Box Springs, with separate  
felt mattresses; art ticking;  
2 feet 6 inch - - - **\$36**

Link or Woven Wire Spring,  
to fit 2 feet 6 inch day  
bed; very special - - - **\$9.75**

Cotton Roll Edge Mattress,  
in striped ticking; to  
fit 2 feet 6 inch day bed **\$7.50**

GIMBELS BEDS AND BEDDING—Seventh Floor